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**EXTENSION SERVICE**

# REVIEW

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## *in this issue*

- ☐ A County Agent at the Amsterdam Fair
- ☐ 4-H Dress Revue
- ☐ Meat Merchandising Clinics
- ☐ Summer Work for Teenagers



*The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.*

*The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.*

**ORVILLE L. FREEMAN**  
*Secretary of Agriculture*

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## EXTENSION SERVICE

# REVIEW

*Official monthly publication of Cooperative Extension Service: U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.*

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## EDITORIAL

Farming is the "third most hazardous" occupation in the United States. While farm safety is a constant challenge an added drive seems to be in order to help make youngsters be alert to hazards. Here are the facts.

Over a million young people under 18 do paid work each year on America's farms, performing jobs as varied as farming itself. One State alone reports over 400 youths injured each year in such jobs. Youngsters are not noted for caution. But if they are informed of hazards they're more apt to avoid accidents.

Extension is cooperating with other National and local agencies in an all-out safety effort for these farm-employed youngsters this year. Several good new materials are available for county Extension workers for use in this effort. Your State by now should have received, from the U. S. Department of Labor, quantity copies of the shirt-pocket-size leaflet *Going To Do Farm-work?—Take Safety Along!* It is designed for young farm workers, gives lifesaving safety tips on using farm machinery and hand tools, working with animals, lifting weights, proper clothing, and health precautions. Youth leaders are using it as a handout at on-the-job briefings, during job registration, or at farmwork sites.

*Chemicals in Agriculture—Be Safe, Use Them Properly* is another good teaching aid which you probably have in your office by now.—WAL

## Nutrition Council Dental Exhibit Attracts Arizona Teachers



## Nutrition and Dental Health

by LEE McGOOGAN, Pima County Home Agent, Tucson, Arizona

**T**EACHERS viewed the exhibit, asked questions and hurried to meetings loaded with information about the relationship of nutrition with dental health.

The occasion was the annual Arizona Teacher's Association Meeting on The University of Arizona campus, November 1 and 2. Members of the Pima County Nutrition Council teamed with personnel of the Dental Department, Tucson Public Schools in arranging an eye-catching display.

The exhibit is part of the educational program of the Pima County Nutrition Council. For 2 years, members have promoted nutrition workshops that have made lectures by many of the Nation's foremost authorities available to professional and lay persons.

For more than a year, a writing team from the council has contributed articles for a weekly column in a daily paper that carries a circulation figure of about 40,094 during the week.

Extension bulletins furnished nutrition information. From the Dental Department of Tucson Public Schools came "A Bright Smile Is To Keep" and "Good Teeth for Young Americans." For teachers limiting their giveaway load, the committee had handy quantities of a bibliography of materials for teaching nutrition and dental health. This listed county Extension offices, motion pictures on

nutrition available from The University of Arizona Audio-Visual Dept., and bulletins on nutrition and dental care.

Visiting the exhibit were 450 members of the teaching profession. This gave council members an opportunity to get acquainted and sell the idea of interdependence of dental health and nutrition.

In terms of bulletin distribution, home economics teachers and school nurses have requested largest quantities. Many teachers learned the location of their county Extension offices and the type of assistance available to them. Individuals working with special groups were especially appreciative of the information.

The home agent in Pima County contacted more teachers in the field of home economics in 1 day than has been possible in 2 years.

In the midst of hundreds of exhibits that covered the floor of the Bear Down Gym, the presentation of the Pima County Nutrition Council and Tucson Public Schools Dental Department was educational and non-commercial.

Eye-appealing food and simple messages caught attention and, hopefully, action. The exhibit will be used again at the Pima County Fair in March. This time it will be aimed at a different audience—equally important—parents. ■





Two Michigan farm families, Mr. and Mrs. John Van Timmeren (left), and Mr. and Mrs. Marvin Patmos (right), greeted Dutch visitors to the U. S. Food and

Agriculture Exhibition. They told about their life as typical American farmers. Here they are shown talking to two Dutch girls who had spent some time in America.

## From Holland-Zeeland, Michigan To Amsterdam, Holland

by JEANNE S. PARK, Information Specialist, Office of Information, USDA

**I**N THE Netherlands, almost everyone speaks English. But the Dutch don't often hear Americans speaking their language.

That's why they were surprised—and pleased—to be greeted at the U. S. Food and Agriculture Exhibition (held last November in Amsterdam) by two American farm couples speaking Dutch.

The couples—Mr. and Mrs. John Van Timmeren and Mr. and Mrs. Marvin Patmos—were from the Holland-Zeeland area of Michigan. Both were of Dutch ancestry. Both were typical farmers. One ran a profitable egg business; the other a celery farm.

With them in Amsterdam, and at the next display area of the exhibition, was their Extension county agent, Dick Machiele of Ottawa County, Michigan. Dick also spoke Dutch. Though he admitted, "I try to switch to English whenever possible."

The county fair booth where Dick presided transplanted a piece of Michigan to Amsterdam. On display was a giant ferris wheel of grains, several of which the Dutch—even Dutch farmers—had never seen before. At each side were 4-H Club displays—blue ribbon awards for top beef cattle, lambs, hogs, carpentry, canning, dressmaking. Some of the items were shown. There was a handsome checkerboard, a 4-H dress, knit bedroom slippers, and jars of canned fruits and vegetables.

It's hard to say whether it was the 4-H displays, the American grains, or the magnetic personality of Dick

Machiele that drew the crowds. But this area of the exposition was always filled. When Dick wasn't talking over farm production problems with Dutch farmers, he was busy explaining the various grains to Amsterdam housewives or Dutch 4-H youngsters.

The Dutch don't have a 4-H program but they are thinking of forming one. So the minute people saw Dick's display, they besieged him with questions about the program—how to organize a club, what sort of meetings to have, how to hold interest, where to find leaders.

Dick answered their questions, drawing upon his own experience in Ottawa County.

Actually, this was Dick Machiele's story to the Dutch people—the story of one typical U. S. farming community, what it was like, and how it functioned.

The fact that this area was settled by Dutch farmers brought it closer to the people of the Netherlands. Indeed the similarities between a Michigan farm and a farm near Amsterdam are striking.

Ottawa County, Michigan has many small farms. There are some 2,600 with an average of 84 acres. (Dutch farms are also small.)

Ottawa County's primary enterprises are: first, poultry from which the farmers sell the eggs; second, milk production, and third, fruit and vegetable production. (These also are of prime interest to Dutch farmers.)

Ottawa County farmers face a lowering income due to the price-cost squeeze—that is, prices increase but not





*The county fair booth was one of the most popular areas of the Exhibition. Machiele said one thing that interested the Dutch people the most was the size of American corn.*

as fast as the cost of production. Dick pointed to this as the chief concern of Michigan farmers. (Many Dutch farmers said this was one of their greatest problems.

As they talked, Dick Machiele and the farmers of the Netherlands found their problems were pretty much the same. Both have to cope with weather, disease, and insects. Both find production cost high and net income hard to come by. The main difference in American and Dutch agriculture, as Dick Machiele sees it, is labor. More hand labor is used in farming in the Netherlands.

Theme of the U. S. Food and Agriculture Exhibition, the largest ever sponsored overseas by the U. S. Department of Agriculture, was two-way trade. This theme was stressed throughout the exposition—from the multi-vision film that featured as many as six movies on the screen at one time, to the foreign import area which displayed many of the European agricultural and industrial products that are imported to the United States.

The Symposium, held in conjunction with the exhibition, also had trade as its theme. Some 600 top agricultural leaders from all over Western Europe and the U. S. attended. Among the main speakers were U. S. Secretary of Agriculture Orville L. Freeman; Professor Guiseppe Medici, President of the National Academy of Agriculture, Italy; the Honorable Christopher Soames, Minister of Agriculture, Fisheries, and Food, Great Britain; B. W. Biesheuvel, Minister of Agriculture, the Netherlands; and Dr. S. L. Mansholt of the Common Market. ■






# Your Local Library

## Can Help You

by *EDITH E. ESTABROOKS*  
*Public Library Consultant*  
*State Education Department*  
*New York*



**T**HE Cooperative Extension Service has a long history of cooperation with other agencies involved in informal and continuing education. Public librarians and library extension staffs frequently testify to the help and experienced advice they have received from agriculture, home demonstration, and 4-H Club agents in such matters as promoting library use, knowing a community and its environs, and organizing public interest in expansion of a service. Extension workers in many areas have been among the strongest supporters of improved public library service.

Ironically, however, few of the agents and leaders who have been most helpful, use library services as much as they might. Not many bring them to bear with maximum advantage upon their own planning and consultative or teaching problems, nor do they get out of library service as much as they could for their own programs and the benefit of the individuals and groups with whom they work. Their valuable support has

seemed, in too many cases, to stem simply from granting that "libraries are nice for children and people with time on their hands."

One county agent who worked hard on his own time for establishment and adequate support of a regional library was asked why and replied that he liked the idea. This good friend of library development had a serious library lore deficiency—was out of library-date by at least a half-century.

The time is long past for advocating libraries as humane societies or peripheral social welfare agencies. A public library is still many things for many different people and there are still varying degrees of excellence and mediocrity in large and small ones across this country, but the picture of public library service—what it can do or is willing to try to do—has changed. This has been particularly true since 1956 in areas of most concern to county Extension workers. It was in 1956 that Congress passed the Library Services Act "to promote



ments between small and large libraries have been spectacularly successful in many States and State library extension agencies have been stimulated, improved, and strengthened. These larger units now backstop the library personnel and reinforce the library collections available to residents of many small communities. Library standards and goals (quality as well as quantity) have been emphasized under the Act with the result that better service has brought more reliable materials to more people more effectively.

Recent library lore also testifies to the impact of improved library service upon programs and projects undertaken by county Extension agents. In one State a regional library loaned framed reproductions of art masterpieces for 3-month periods. These and the library's unusually strong collection of books on homemaking were vital to one agent's highly successful long-term house-decoration program.

In another State an agricultural agent felt, initially, that the people with whom he worked were interested in and required only short, quick answers to be found primarily in government pamphlets—not books. Cooperating with a library system consultant, he discovered that many busy farmers are ready and willing to read at length to solve their problems and improve their methods. Equally important, he discovered quite dramatically that the local library was ready and willing to supply short, quick answers by phone or with photocopies of parts of books and periodicals.

In New Jersey, a 4-H Club agent alerted a regional library staff to his long-cherished and long-deferred project of interesting 4-H members in bee-keeping. The library purchased and borrowed on inter-library loan, a fine collection of books on the subject and made it available to club members and leaders for the duration of the project. Within a year the "Honey Bee Club" was organized and recognized by the State bee-keepers association. Its members had won most of the entomology awards in State 4-H competition and several members were realizing an

income from marketing honey under their own labels or through arrangements with farmers by which their bees provided needed pollination for agricultural crops.

County Extension agents have long been a reliable and quick reference source—and sometimes the only emergency information service—on specialized problems of farmers and homemakers. Agents accept this as part of their jobs, but express concern that many inquiries come in when they are in the field and cannot, therefore, be reached as quickly as they should be. Also, there is concern that the agency's quick reference library is increasingly expensive to keep up to date and adequate. This suggests that some imaginative and able agents and librarians, working at the local, county, or regional level could initiate a coordinated quick reference and information service that could give service more effectively and economically.

Public libraries in rural areas and county Extension agents—if ever two services had much to offer each other and the public they serve through cooperative effort, these two have it. Of course, the results of a partnership approach by county Extension agents and leaders and public library personnel are not always as tangible or readily identifiable as the examples given above, and the kinds of help the Cooperative Extension Service can expect from public library resources will vary with local situations. But one thing is fairly certain: if the local library is a member of a system and inter-library loan network, it will be able to do more, because it can draw upon the specialized materials and staff skills of larger library units. It is important for Extension agents and leaders to know that the public library is an important potential resource which can be drawn upon for their own programs and projects—virtually all of them, not just those that relate to culture.

The businessman, the doctor, the housewife, the ambitious teenager, the politician, and the plumber: all are finding the modern public library to be a worthy partner in all their enterprises, it can be for the county agent too. ■

the further development of public library service in rural areas."

Recent library lore includes some striking results of that Act. Thirty-six million rural people now have new or improved public library services available to them. In the past 7 years, State and local funds to finance such a service have increased 75 and 60 percent, respectively. With increased Federal, State, and local support, more than 8 million new books, pamphlets, periodicals, recordings, and films have been added to the informational resources of rural communities. They have been made more conveniently accessible to rural residents with the addition of more than 300 new bookmobiles and the opening of many new libraries.

At least as important as that, the staffs of many small local libraries have had opportunities to retrain, to expand their concept of library service and their ability to provide it. County and regional library system development projects, federations of libraries, and contractual arrange-



*Noontime diners indicated their appreciation as 4-H'ers presented a style show simultaneously in three restaurants*

# 4-H Dress Revue

*by DONALD V. BYNUM  
Area Information Specialist  
Denton, Texas*

4-H DRESS REVUE  
TOWN HALL  
2 30 AUG 2



A FLASH OF fire-engine red signaled her approach, and the young model moved easily among the many tables in the fashionable restaurant where sat scores of luncheon patrons. The suit she wore was her own creation, and its color was fire-engine red.

Simultaneously in two other restaurants within the gigantic shopping complex, other girls showed their clothing creations to dozens of busy noon diners.

Occasion for the parades of styles was the annual 4-H dress revue for District 4 in the Agricultural Extension Service of Texas A&M University. It was held last August in the huge Fort Worth suburban shopping center known as Seminary South.

Choice of the center for the program was a departure from the traditional nighttime, routine revue in perhaps some ill-lighted school audi-

torium—or in some courtroom.

To hold the event at the shopping center also indicated the determination of the district agent to “take 4-H to the public.” She is Mrs. Tom Joyce Cunningham of Denton, a college town 40 miles northeast of Fort Worth. There are 19 counties in the district, and the bustling twin cities of Fort Worth and Dallas are the center of activity.

The number of persons who saw the revue would include the several hundred in the restaurants (where 4-H boys escorted senior girls), the scores who attended the formal revue in Seminary South Town Hall (admission free), and the many shoppers who thronged the member stores (most of these firms are known throughout Texas and the Southwest).

Success of the August revue must

be attributed in large measure to the cooperation and enthusiasm of the Seminary South management and to the center’s merchants association, who had announced the event to the public by means of a huge sign at the motor entrance to the area, on signs in the immense mall, and in the bulletin published daily at the center. One restaurant offered patrons a “4-H Special” for the day.

Mrs. Cunningham says, “The public’s reception to our dress revue was amazing and wholly satisfying to those who worked diligently to meet that public: Parents, adult leaders, 4-H members, Extension staffs in the counties, and the civic-minded officials of the shopping center. In evaluating our take-it-to-the-public dress revue, we have determined that we can never do anything less in the future.” ■

*The winners! These misses earned the right in the district revue to take part in the State Dress Revue, an opening-day feature of the Texas State Fair.*



# Imperial Agriculture Briefs, Prime Information Source

by *GEORGE D. PETERSON, JR., Imperial County Extension Director, El Centro, California*

**I**N CALIFORNIA'S Imperial County the Agricultural Extension staff each month sends **IMPERIAL AGRICULTURE BRIEFS** to a mailing list of more than 1,500.

This is an unusual publication in several respects. It is not just a commodity report nor an ordinary newsletter. It is a monthly, semi-technical periodical covering production, economics, marketing, research, and other phases of agricultural progress. The publication has proved its worth over a period of 7 years.

Here's a little of the inside story on how the **BRIEFS** is written, edited, and published. We think the process is rather unique. Let's start with . . .

## Writing and editing . . .

. . . one of the most complex tasks we face. Our more than 1,500 "subscribers" are a diversified group of growers, dairymen, livestockmen, farm managers, and agribusinessmen. We try to cover subjects that will be of interest and value to all.

In planning one issue we often find we have enough material to fill two or three. The final job of editing the most timely or valuable articles is a careful exercise in editorial judgment, based on what we feel is uppermost in farmers' minds at the time.

## Basically, two types of articles . . .

. . . appear in **IMPERIAL AGRICULTURE BRIEFS**. The first are those which discuss something that has just happened, is happening, or will happen. They are not news articles, because they go much deeper than a news story. Instead, they are designed to dig into the trends, issues, and problems important to Imperial County agriculture. Articles on production, marketing, economics, or research are in this category, and their purpose is to aid our farmers in their planning. We try to help them to solve or avoid problems and find new agricultural opportunities.

The second kind of article covers the art of management. Here farmers find tried and proven ways to manage their enterprise. The emphasis is personal, for these articles are specifically designed to help each farmer improve his *own* production, marketing potential, and earning power.

## Sources for articles . . .

. . . are many and varied, and it's our job to continually develop news ones. Being on the spot in the county helps. Over many years, the farm advisers have developed valuable personal contacts in governmental agencies, industry, and among farmers themselves. As a result the advisers are constantly "clued in" on information that is helpful to their clientele.

Along with their in-county coverage, the farm advisers are also on the move to all parts of California and neighboring Arizona, attending seminars, training conferences, commodity and equipment field days, workshops, and other agricultural events to acquire the latest information and learn of new and better methods. In his normal program of work, including his out-of-county travel, each of our farm advisers logs 18,000 to 20,000 miles a year.

## A word about research . . .

. . . for the Agricultural Extension Service cannot adequately serve its customers without it.

With the University of California Division of Agricultural Sciences and the U. S. Department of Agriculture as our parent organizations, we have at our fingertips the largest and most effective agricultural research facilities in the world. There is a department in each organization for every major field of agriculture. From these departments we receive a continuous flow of basic information that builds accuracy and authenticity into our articles—and, we have something more.

## Imperial was the first county . . .

. . . in the Nation to have farm advisers assigned to broad subject-matter areas: Entomology, plant pathology, soils and irrigation, weed control, and others. Farm advisers given these assignments are specialists in their respective fields.

The first specialist farm adviser, an entomologist, was placed in Imperial County in 1945. This first "test pilot" proved immensely successful. Through the years as our county agricultural industry grew in size and dollar value, other specialists were added at the request of farmers until nine now are assigned to the county. There is a pronounced trend toward this type of specialization in county Extension staffing throughout California.

## At its inception . . .

. . . the farm advisers conceived the **IMPERIAL AGRICULTURE BRIEFS** as an educational team effort. They considered separate commodity reports or newsletters written by individual staff members to be impractical. Their thinking was influenced strongly by the unique assignment of staff responsibilities at that time.

The farm advisers had been quick to recognize the need for joint efforts in all problem areas and the benefits to be obtained from this teamwork. A hard-driving, highly-coordinated successful program of work evolved. It was natural, therefore, for them to utilize this same approach when they saw the need for a periodic agricultural publication for countywide distribution.



## Editing was rotated . . .

. . . at first to each farm adviser in turn, thus responsibility was shared and originality enhanced. It later became standard practice to give prominence to the editor's article, which had the effect of shifting emphasis to a different phase of agriculture each issue.

In time it became routine for the staff to edit each other's copy. This is done at one joint editorial conference participated in by the entire staff. Freedom to criticize both content and style constructively is granted each member of the staff. Criticism is made, however, with strict respect for the individual farm adviser and his special knowledge of the subject matter of the article. This has greatly improved individual writing ability, sharply reduced the margin for error, and polished the BRIEFS to a high degree. One farm adviser now serves as "managing editor."

Each issue is put together in one month—not worked up in advance. Closing dates go right down to the time we go to press, so a fresh, timely issue arrives in our subscriber's hands only a few days later.

All copy, including stencils and art work, is prepared by

our staff of highly trained, efficient clerk-typists. The BRIEFS is mimeographed on high-speed electric machines. After being collated, the BRIEFS is stapled, folded, and addressed by machines, most of which are automatic.

## One of the many nice things . . .

. . . about readers of the IMPERIAL AGRICULTURE BRIEFS is their readiness to let us know when they read something they like or which proved helpful.

We certainly appreciate such comments. They not only give us a feeling of accomplishment, but they let us know how well we're doing in giving our readers the kind of information they want.

An agricultural periodical has a dual responsibility at this particular time. In this day of rapid innovation, of swift changes in methods, of sudden obsolescence in agriculture, we have a responsibility to inform our readers and widen discussion on the vital agricultural issues.

It is our hope that the BRIEFS is serving the many needs of its readers. But more than this, it is hoped that it may provide deeper examination and genuine challenge to all who share its pages. ■

## TEENAGE EMPLOYMENT AGENCY

by PATSY L. GLASS  
*Extension Home Economics Agent  
Gallia County, Ohio*

NINETY teenagers in the Gallipolis area had opportunities for part-time employment last summer. This came as a result of work begun by the Family Life Committee in cooperation with the Gallia County Home Demonstration Council and the Cooperative Extension Service on the basis of obvious need.

In late May, the Family Life Committee met with all interested boys and girls in the area. In advance, the school system had distributed leaflets explaining the activity to the students in grades 9 through 12. At two meetings, boys and girls were given an opportunity to fill out application forms and ask questions. Three boys and three girls were picked to meet with the Family Life Committee to make the final decisions and serve as a steering committee for the agency. From these six, one was chosen to be manager of the agency for the summer.

Although there is a great need for part-time teenage employment throughout the county, the committee decided to limit contacts this first season to the Gallipolis area only. Transportation is a big problem when larger areas are involved. It is hoped that the same type of activity can be sponsored another year in other areas more centrally located throughout the county.

Beginning the first week of June, an employment agency was started by the teens themselves. The object: to supply boys and girls for part-time work to those adults in the community who needed help. A telephone was installed in a local church and publicity was distributed by the teens themselves to radio, newspaper, and personal

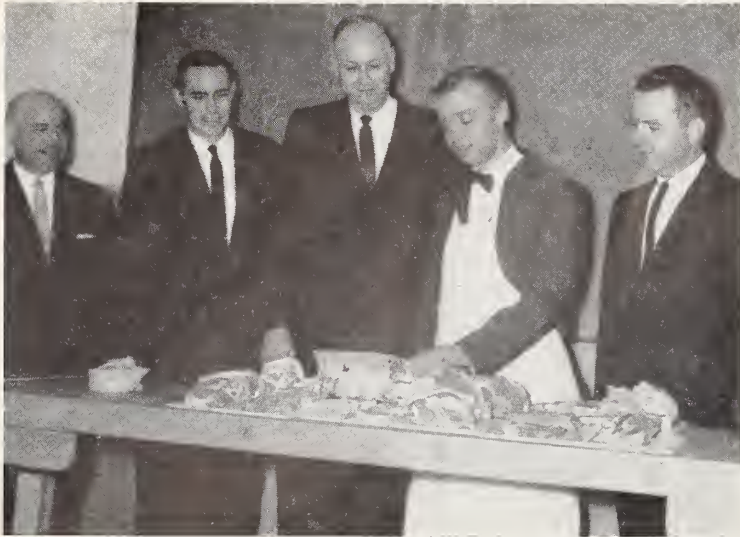
contacts. Girls who submitted applications for work served as volunteers on the telephone each day.

By calling the agency number, any adult could receive part-time help at the time help was needed—whether within an hour or within a day. Help was available in the following areas: Babysitting, farm work, flower and vegetable gardening, mowing lawns and general yard work, general housework, office work, laundering and ironing, painting, running errands, washing cars, washing windows, and simple sewing tasks.

The agency closed for the summer at the end of August. During the 3 months of operation the agency supplied 54 jobs to teenagers of the community. Many of the employers asked the boy or girl to work regularly each week as a result of the initial contact.

Plans are to continue the agency this year—beginning as soon as school is out. The Family Life Committee hopes to sponsor an educational program next spring for those teenagers who will be working on such things as work safety and work skills, so they will be better prepared for the summer's work.

The teenage employment agency served several purposes. First, it gave teenagers an opportunity for part-time summer employment. Secondly, it gave adults in the community an opportunity to get help on short notice for small tasks around the home. Adults had an opportunity to learn that most teenagers are responsible people who are willing to work. Teenagers also got much helpful experience in their work contacts with employers. ■



*Meat-cutting demonstrations were a highlight of the Iowa pork merchandising clinics. Here Bob Rust, Extension Meats Specialist, prepares some new cuts of pork.*

# Meat Merchandising Clinics

by **BILL MURRAY**  
*Information Service Assistant  
 Iowa*

ONE OF THE traditional roles of Extension has been to furnish livestock producers with information about production technology. However, Extension assumed a new role in an Iowa program. It aided the producer, but did so indirectly by working with meat retailers.

In the late summer of 1963, representatives from the Iowa Swine Producer's Association came to Robert Rust, Extension meat specialist, Iowa State University, and said: "Here's our problem. For years we have had October Pork Month promotion. We feel this promotion has not been as successful as it could have been. While we talk about many cuts of pork, consumers do not always find them in meat markets. What can we do to improve pork merchandising at the retail level so pork promotion will have a more pronounced effect?"

A planning committee resulted. It was composed of

Rust, representing Extension; the field secretary of the Iowa Swine Producer's Association; and an Iowa meat retailer.

The committee planned a series of five retail meat merchandising clinics to be held during late September or early October of 1963. The next step was to contact meat packers in the major Iowa metropolitan areas to enlist their support of the program.

"Iowa packers were quite enthusiastic," Rust notes. In fact, they offered to provide meeting places, personal contacts with meat retailers in their areas, and furnish pork products for demonstrations.

In addition, most of the packers supplied liberal refreshments—coffee, cold cuts, and rolls—after the meetings had finished. "The gatherings after the formal presentations were interesting for all who attended."

The meetings consisted of an introduction by the host packer, who usually stressed the importance of the pork industry to Iowa. (Iowa produces enough pork to provide 1,240 pounds of meat for every person in the State, and one out of every four hams eaten in the United States is produced in Iowa. Next, a member of the Iowa Swine Producer's Association presented promotion plans for October Pork Month.

Rust devoted one hour to meat merchandising. During this time he talked about pork in relation to display, handling, and new cutting and merchandising techniques. Through the use of actual cutting demonstrations, a set of slides on meat color, and studies of successful pork merchandising programs, he presented many new approaches to the use of pork.

The final segment of each program was used by host packers to display and discuss any of their new products. One packer introduced a new type of ham and also a different sliced bacon package.

The packers were happy with the programs. It gave them a chance to become better acquainted with their customers—the meat retailers—in a noncommercial atmosphere.

One interesting after-effect of the clinics was seen in a local chain of markets whose meat merchandising director attended one of the merchandising meetings. His firm featured some of the pork cuts demonstrated by Rust. The result: a sizable increase in pork sales.

A representative of the retail trade organization was impressed with the content of the meetings. She said: "More of this type of educational programming should be carried out; especially for independent Iowa meat retailers."

This indicates that Extension has a role beyond direct producer work. Working with marketing organizations may have an important advantage to livestock producers, since this example shows how pork sales can be increased through good merchandising.

If this approach is repeated in enough places, livestock producers will have a more active demand for their products. ■



# Main Street Merchants Listen to Homemakers

by LOUIS G. TRUE

*Assistant Director of Extension Information  
Montana*

**T**HE MODERN lady of the house is taking a far greater interest in public relations than her ancestors did and she is becoming an expert.

An example of this is a campaign of the home demonstration clubs in Custer County, Montana. This campaign, which was carried out successfully, started with a series of so-called "gripes" about services and merchandising on Main Street.

These criticisms came up frequently in club meetings so the ladies decided to do something about them. The clubs' governing body, the Custer County Home Demonstration Council, appointed a committee of three and told the members to work up a program that would bring the women and merchants together to discuss some of these gripes.

This committee discussed ways and means with the local county Extension agent and the secretary of the Chamber of Commerce. This group decided that they should give the merchants complete and advance information about what the ladies had in mind—better relations between customers and merchants.

The committee then asked each home demonstration club to submit a list of their problems to the committee. Within 3 months all club reports were in, summarized, and grouped into logical categories.

The ladies took these summaries to the businessmen and asked them to study them and to select a panel of 10 to meet with the home demonstration clubs for informal discussion. The secretary of the Chamber of Commerce was asked to serve as moderator.

At first some of the businessmen were somewhat on the defensive. They feared that such a meeting might turn into a gripe session that would foster ill feelings. However they studied the summaries, saw that such a panel could have favorable results and agreed to take part. The radio station manager, who sat in on the meeting, publicized the coming meeting and decided to broadcast the proceedings.

When the panel of businessmen assembled at the meeting they faced 84 home demonstration club members. However the panel members had divided up the summaries and were prepared for anything.

Every problem in the summaries was aired completely. The ladies found that the merchants were anxious to help. They also learned that the merchants had problems in buying, labor, and seasonal merchandise. The merchants in turn learned that they could solve many of the ladies' problems completely and some partially.

In clothing, the ladies explained that some of them

"carried some weight" and they would be happier if the merchants would make more play on saddle pants for the pleasingly plump rather than so much concentration on junior sizes.

The ladies also were concerned because three stores carried the same line; that three pairs of socks of the same brand purchased at different times varied in color; that western shirts lacked interfacings in front and had snaps that pull out.

In the field of appliances, the women were concerned about servicing of appliances bought for cash, and the shortage of harvesting machinery parts.

They questioned the care taken of locally-produced products and requested proper refrigeration of items such as eggs, while still fresh.

The ladies raised objections to over-zealous clerks for saying, "This is just made for you" or "This just came in" when the customer knew better.

They asked that one drug store stay open until 10 p.m.; that one barber shop stay open on Mondays, and explained their troubles in finding downtown parking.

These are a few of the problems presented to the merchants. But now when the ladies speak, the merchants listen and the consensus of the merchants is that this get-together was extremely valuable.

"The panel discussion was the greatest boon to consumer-merchant relations that I've witnessed in my 26 years in the retail field," was one opinion.

Other merchants were convinced that they can please customers by better explanations of materials and services. Merchants admitted that they had become "sort of indifferent" to the needs of the customers and realize now that a little more time and effort on their part will improve relations.

Merchants also came to a better understanding with each other. Now when a lady asks for an item the merchant does not have, he sends her to a competitor who does. And merchants try to know what others carry so they can do this.

Another conviction was that both merchants and customers now realize that gripes are not gripes when aired.

Now a half year after the meeting, home demonstration club members are more than pleased with what the merchants have done to improve relations with their customers. The ladies and merchants now believe that similar meetings should be held annually.

And, they believe that every customer and every merchant who did not attend also have benefited from the meeting because of the fine publicity coverage. ■

# Speak

How well a farmer speaks can affect the outcome of sound programs and changes

# Up

sought to improve his farm business. The public rostrum is an ideal place to

# In

increase nonfarm understanding of agriculture's contribution to the U. S. economy.

# Public

■ Changes must come about in agriculture as in any other industry. They can only be made in a practical way by leaders—and agriculture has the men to provide this leadership. But, as in any business, these leaders must learn how to express their thoughts clearly and concisely to maintain, and even more important, to improve the economic condition of our largest and most basic industry.

Last fall, the Tolland County Extension Service held a successful weekly series of eight, 2-hour evening sessions in public speaking. Fourteen of the sixteen men enrolled completed the course and received completion certificates. Two were from adjoining Hartford County.

Impetus for this venture came from county farm leaders. They felt a need for developing a public-speaking program for themselves. At a number of meetings, they recognized that some of their top leaders, who had good ideas, were unable to express them well enough for acceptance within their own groups. Even a few of the key men were most hesitant to speak before local civic groups on the successes and problems of agriculture.

As with any activity, planning was necessary to insure the success of our new project. I conferred with County Agent Leader George Whitham and Dr. E. A. Perregaux of Connecticut Milk for Health. This dairy-farmer, promotional marketing organization has been an ardent Extension supporter down through the years and offered to provide financial assistance.

The proposed project was presented before the County Agricultural and Dairy Committees. It was intended to help farmers prepare and present factual information in a clear, concise, more interesting way.

Response to our proposal was most gratifying. In fact, interest was so great that enrollment had to be limited to dairy leaders.

The chairman of the County Dairy Committee and I choose 20 key dairy leaders. Then I contacted each one at home to learn of his interest in

taking part in such a program. Two weeks later, the dairymen were mailed a letter announcing program details, and a return sign-up card.

Each participant had to agree to attend meetings regularly and, later, give talks to community organizations. At the Dairy Committee's suggestion, a fee of \$10 per person was charged to help defray cost of materials and insure attendance.

John Vlandis, assistant professor in the speech department at the University of Connecticut served as the instructor and did an outstanding job. His course outline covered these topics:

I. The place of communication today.

II. Presentation of speeches, including evaluation, by class members.

III. Techniques of effective communication and the proper use of the tools of communication.

IV. Speech to prove a point.

V. Presentation of a speech employing the techniques and principles of public speaking.

VI. Effective listening and its place in the communication process.

VII. Presentation of a speech seeking a specific response.

VIII. Interpersonal communication.

At four meetings each participant had to give a short talk on a topic of his own choosing. The class and instructor verbally evaluated the presentation.

The course was well received, interest ran high, and most important, some very satisfactory results were attained. The basic information gave the men additional ability to prepare and present their material in a more effective way than previously. Since then, many of the men who took the course have told me they feel more confident and have greater poise whenever giving talks.

An unexpected result was the comment from several who said: "We have learned how to evaluate speeches and can more easily pick out the important points which interest us the most." ■



# Program Planning Made Easy

by NORMAN E. TOOKER  
Douglas County Agricultural Agent  
Omaha, Nebraska

HAVE YOU EVER HAD that lost, empty feeling when you set about to do Extension program planning? If you feel this way at times, perhaps a brief look at what the Extension staff at Douglas County, Nebraska, did on program planning will be of help.

In the latter part of 1961, the Douglas County Extension Agents, with the help of their Extension Board, set out to learn as much as possible about their county. Several sources of information were tapped. These included surveys of farm families, small town residents, and Extension Club members. There were also meetings of the 4-H Council, the Home Extension Council, a meeting of a cross-section of community leaders, and the regular monthly meetings of the Extension Board. Commodity group discussions, statistical reports, and census reports were also valuable in showing trends.

Surveys were an important source of information: one survey was mailed to 800 farm families. The main objective of this survey was to find the answers to these two questions.

1. What problems do farm families need help with?

2. How do farm people prefer to receive educational information from the Extension Service?

The four sections in the questionnaire were: The Farm; Family Living; 4-H; and Information.

The questionnaire and a letter of explanation were mailed in early March 1962. News stories in the county paper and portions of two county agents' radio programs were used to publicize the survey and to urge farm people to complete and return the questionnaire. Within four weeks 197 questionnaires were returned.

A similar survey was conducted

among residents of five rural Douglas County towns. These people were asked to rate their community. The Family Living and 4-H sections were the same as for the farm families.

Another survey was done with Home Extension Club members during the summer of 1962.

The 4-H Council, The Home Extension Council, and The Extension Board all held program planning discussions during their regularly scheduled meetings.

Information and statistics gleaned from the surveys and from discussions of the various Extension Councils were combined with statistics from census reports for an overall picture of rural Douglas County.

On January 7, 1963, a planning meeting was held with 65 people attending. Included in the meeting were farmers, homemakers, businessmen from Omaha, and representatives of chain stores, the Omaha stockyards, the railroads, the Chamber of Commerce, and civic clubs. There were also businessmen and clergymen from the small towns in rural Douglas County, representatives of farm organizations, farm management companies, the PTA, the Health Department, and the Safety Council. The program for the day was as follows:

10:00 a.m.

Registration and Coffee

10:30 a.m.

Objectives of the Meeting

How Extension is Organized

Future Plans of the Omaha Area

Future Plans of the Omaha Area Schools

Facts and Figures about Douglas County

Report of Farm Family Survey

Report of Survey of Towns in Rural Douglas County

12:00 p.m.

Luncheon—Courtesy of Douglas County Extension Service

1:00 p.m.

Announcements—Divided into 5 groups for discussions

2:25 p.m.

Completed discussions and moved to center room for summary and group reports

3:00 p.m.

Meeting adjourned.

Five groups were used at this meeting to discuss the various areas of program emphasis. Two groups discussed questions on *Agricultural Production, Marketing and Utilization, and Community Problems*. One group discussed *Home Economics*, one discussed *Problems Facing Youth*, and another group discussed *Horticulture* problems.

Typical questions which were presented to the groups for discussion concerned: The farm of the future; the greatest problem facing youth today; and the greatest problem facing families today.

The volume of information obtained from the many sources, including the discussion groups at the January 7 meeting, was reviewed and condensed by the Extension Board and the Extension staff. Long-range goals were selected and written into a 5-year plan of work by the Extension staff.

From this 5-year plan of work, certain areas have been selected to receive program emphasis during the 1963-64 fiscal year. Copies of the plan of work and the facts and figures were distributed to the leadership of various organizations and to many individuals for use in their work. Various areas of the 5-year plan of work will be reviewed annually by the 4-H Council, Home Extension Council, Extension Board, and other groups who will add more detail to the plan each year.

The Extension Staff in Douglas County feels that program planning is a continuous process. The job is never quite completed. An Extension program needs to be revised periodically in order to keep pace with today's changing world. ■



**Economic  
Development  
Education**  
*—California Style*

Stimulating economic growth isn't California's major development problem—although it's recognized as desirable in many communities. Planning and directing the great and rapid growth already underway is seen by many Californians as their No. 1 development need.

The University of California Agricultural Extension Service has taken an active part in the State's effort to coordinate growth planning. Extension has served as a catalyst for social and economic action—helping to expose and clarify these problems and encouraging action to meet them.

Continuing work carried on over many years, California Extension called a statewide conference for all major groups involved in economic development. That was in September 1961. Those attending agreed that there was a great need for wise growth planning to start at the local level—with full approval and participation of local residents. They felt that perhaps the biggest obstacle was lack of coordination in the planning already going on—not to mention ignorance of what others were doing in similar fields. The best way to solve these problems, they agreed, would be to work through—and with—existing agencies.

Planning sessions in 1962 led to a statewide "Conference on Urban Growth in Agricultural Areas" on the Berkeley campus in November. Nearly 200 community leaders attended. They listened to speakers and panels, challenged the "experts," and traded ideas.

They dug into subjects like "Stimulating Urban Growth" and "Developing an Overall Community Plan." Of particular interest in this fast-growing State was the discussion on protecting prime farmland from industrial and suburban sprawl. This matching of ideas among the State's leaders resulted in a genuinely stimulating conference.

A number of counties began to plan their own county-wide conferences. In each case, county and State Extension workers were called on for help. The University resources could be drawn upon for factual information on such questions as the cost of urban sprawl, taxation, agricultural zoning, and community development.

The first such conference was held last spring, in Sutter and Yuba Counties. It was sponsored by the League of Women Voters, Extension, Farm Bureau, and Chambers of Commerce. Following the broad pattern of the Berkeley meeting, the program dealt with urban growth and coordinated county-city planning. The audience of 150 represented almost all occupations and interest groups in the two counties. There was heavy emphasis on human—as well as economic—values.

Since the conference, enthusiasm for follow-up action has been high. The Sutter County planning commission recommended a general plan be developed to coordinate with plans for local communities. The Yuba City planning advisory committee has held a series of seminars addressed by authorities from the University of California. "Where do we go from here?" was the general theme.

Other counties have followed with conferences and action designed to meet their own needs. An especially valuable Economic Inventory Conference was held in Napa County with 250 attending.

The conference approach isn't the only way California Extension is helping to stimulate economic growth and direct it into the channels best suited to local needs. Extension staff members serve on interagency development committees in many counties, and help in a less formal manner in others.

Under the pressure of its tremendous expansion, California has developed a strong economic planning program in fields ranging from heavy industry to recreation. Californians admit there hasn't been uniform development throughout the State. Nor has there been as much coordination of action among the various agencies as many would like to see.

California's Agricultural Extension Service is taking a leadership role in meeting these problems—whether the area concerned needs additional economic growth or is one struggling to absorb what it already has. ■

*By Henry Schacht, Director of Agricultural Information and John Mamer, Extension Economist, University of California.*